

PRESENTATION OF AWARDS TO THE WINNERS OF THE 2013 BEST NEW PRODUCTS IN TURKEY

- *Winners of the 2013 Best New Product Awards recognized*
- *Over 17,000 Turkish shoppers participated a survey to choose the top new products.*
- *Presenting "Four critical needs that serve to capture the voice of the shopper"*



Istanbul, October 8, 2013 - The winners of the 2013 Best New Product Awards were recognized at a special breakfast event held at the Doubletree by Hilton in Istanbul. The hosts Mr. Robert Levy, President and CEO of BrandSpark International and The Best New Product Awards and Ms. Filiz Ozturk, Program Director Best New Product Awards and BrandSpark Turkey, joined by Mr. Rene Wassill, Deputy Senior Trade Commissioner for Canada in Turkey, Viki Habif, Chief Advertising Officer for Dogan Burda, had the honor of presenting the awards to the winners. The audience also saw how numerous brands are leveraging their wins and letting Turkish consumers know about this prestigious global award. These include Vileda, Yves Rocher, Colgate, L’Oreal, P&G, Unilever, Henkel and more. Many of these companies were in attendance to accept their awards.

“We are delighted to recognize the best new products, as chosen by real consumers. The Best New Product Awards allows Turkish consumers to voice which brands and products they like most and would buy again,” says Levy. Turkey is our Innovation Centre for Europe and will be our base for European and Middle Eastern expansion.

A full list of the winning products for 2013 is available at www.BestNewProductAwards.biz

The Best New Product Awards is an annual global awards program focusing on everyday consumer packaged goods in the food and beverage, health and beauty, and household areas. Winners are selected based on product feedback from real consumers who participate in an independent survey, as part of the BrandSpark Turkish Shopper Study which this year had more than 17,000 participants. The Best New Product Awards program is entering its third year in Turkey, 11th year in Canada and its sixth year in the U.S. and is also operating in Mexico and China. The Best New Product Awards is the world’s most credible consumer voted FMCG awards program.

“Dogan Burda has been the exclusive media partner since the beginning as we believe this program can help Turkish Consumers make better choices and pick those new products that can best serve their needs based on the endorsement of other Turkish consumers. Dogan Burda is helping to build awareness of this program and also helping winners build connections with consumers via our highly known and credible media properties in print and online”, says Viki Habif,.

At the event, Filiz Ozturk also presented four critical needs of Turkish shoppers based on the extensive Turkish and Global research conducted by BrandSpark over the past 10 years. The four critical insights are: the needs for value, convenience, health concerns, and interest in what's new. In the 2013 BrandSpark Turkish Shopper Study, 77% of Turkish shoppers agreed that they feel proud when they get great value for their money. Turkish shoppers look to get the more value for their money through a wide range of activities including regularly trying to get the products they like on sale (73% do so), buying store brands (81% have purchased in the past year), and shopping multiple stores to get the best prices on key items (50%). Most Turkish shoppers are also members of retail loyalty programs, with 81% holding a membership with a least one retailer, with Migros Club Card being the most popular.

Convenience also remains important to Turkish shoppers when it comes to consumer packaged goods products. 84% of shoppers agree that it is very important to them that new household care products, such as cleaners or laundry products, save them time, and 71% appreciate when new food products do so. In personal care and cosmetics, shoppers want convenient products that are simple to use, with 9 in 10 shoppers in those categories indicating that ease of use is very important to their product choice.

Health concerns are also important, and impact shoppers' behaviour. The most acute personal health concerns of Turkish shoppers are cancer, obesity, and diabetes. Not surprisingly, shoppers are looking to nutrition to reduce their health risks, with 83% agreeing that there is a lot they can do with food and nutrition to prevent illness. Shoppers are also increasingly looking to avoid ingredients that they fear could have negative long term health impact; at the top of this list are artificial sweeteners and processed foods, followed by salt and fat. Natural products continue to be appealing: shoppers indicate that they try to purchase natural products in food (77%) and personal care (69%).

Shoppers look to new products that will deliver more value and increased benefits, including greater convenience and healthier ingredients. 82% say they like trying new products. Across categories, 7 in 10 shoppers agree that research & development really does lead to new products that are generally better than what came before.

For more information about how to access the results of the comprehensive BrandSpark Turkish Shopper Study results please contact:

Filiz Ozturk / Director, Best New Product Awards Turkey

FOzturk@BestNewProductAwards.com

About the 2013 BrandSpark Turkish Shopper Study

The 2013 BrandSpark Turkish Shopper Study saw more than 17,000 respondents contribute opinions throughout April and May 2013. The BrandSpark Shopper Study also marked its tenth year in Canada and fifth

year in the United States. Companion studies are conducted in Germany, France, the United Kingdom, Brazil, Mexico, Colombia, Argentina, Chile, and China. In total, over 270,000 global shoppers participated this year.

About BrandSpark International

BrandSpark International is a leading brand, marketing and product innovation research company. Its comprehensive and collaborative research approach gets at the heart of how consumers think, why they act the way they do and what clients need to do about it.

With experience in consumer packaged goods and leisure categories, and an exclusive relationship with the Best New Product Awards, BrandSpark International has deep global perspective on the drivers of innovation unlike any other research company. For more information, visit www.BrandSpark.com